- Attention to civilizational issues and issues pertaining to civic administration, good governance and also of social and cultural values; and
- Development of tourism circuits and tourism-cum-cultural hubs.
- Concerted marketing efforts to tap the potential in East Asia and South East Asia in consonance with "Look East" policy of the Department.
- Launching of "Incredible India" campaign on a global basis to position India's tourism products with a brand identity.
- To lay greater focus on domestic tourism.
- Direct approach to the consumers through Electronic and Print media, web marketing, IT based Overseas Marketing, etc.
- Achieving synergy through cooperation and assistance of Indian Missions and other Indian organisations and associations abroad in tourism promotion.

Effect of Severe Acute Respiratory Syndrome on Tourist Arrival

3372. SHRI DATTA MEGHE : Will the Minister of TOURISM AND CULTURE be pleased to state :

(a) whether the World wide scare created by Severe Acute Respiratory Syndrome has an adverse effect on Indian Tourism industry;

(b) if so, the facts and details thereof;

(c) whether there is fall in arrival of tourists from Asian countries; and

(d) if so, the steps Government have taken to face the challenge?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN) : (a) to (d) At present there are no indications of any adverse effect on foreign tourist arrivals to India due to scare created by Severe Acute Respiratory Syndrome (SARS).

Conservation of historical monuments and museums in Maharashtra

3373. SHRI MURLI DEORA : Will the Minister of TOURISM AND CULTURE be pleased to state :

(a) whether the Government of Maharashtra has requested Government

in February, 2002 for conservation of important historical monuments of rich heritage and development of Government museums;

(b) if so, the details thereof alongwith the details of assistance sought by the State Government;

(c) the action taken by Government so far; and

(d) the details of monuments selected and the assistance provided and if not, the reasons for delay?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN) : (a) to (d) Government of Maharashtra has not requested the Central Government for conservation of any important historical monument of rich heritage in February, 2002. However, the Central Government has undertaken several projects for conservation of centrally protected monuments in Maharashtra and incurred an expenditure of Rs. 319.87 lakhs during the year 2002-2003.

Government of Maharashtra has requested for financial assistance for development of Government Museums from time to time. These requests have been considered by an expert committtee as per procedure. Based on their recommendations, Shri Bhavani & Library, Aundh P.O. Tal-Khatav, District Satara has been sanctioned an amount of Rs. 3,37,000/- out of which Rs. 2,52,750/- has been released as the first instalment.

Expenditure on Advertisement

3374. SHRI C. RAMACHANDRAIAH : Will the Minister of TOURISM AND CULTURE be pleased to state :

(a) whether it is a fact that a large part of the allocation of funds placed with the Department of Tourism, is used for advertising and promoting India as a premium tourist destination globally;

(b) if so, the details of funds incurred on advertising and promoting India abroad during the last three years; and

(c) the reasons for not developing integrated tourist circles in India and how much money Government propose to incur to develop beaches, backwaters, temples and wild life in India?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN) : (a) and (b) During the last 3 years the amount allocated under Plan Head